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the Unless Press

Serving Greenville, Solla Sollew, and surrounding areas.

~ Happy Anniversary! ~

On March 2nd, 2012, Illumination Entertainment Studios released a computer animated, feature film adaptation of author Dr. Seuss' book, *The Lorax*. Not long after, the Once-ler/Lorax fandom on Tumblr was born. Ever since that fateful day, we have shared laughs, tears, and smiles a-plenty, and we continue to thrive to this day.

In this special anniversary edition of *The Unless Press*, we provide a look into the history of the fandom, conduct interviews with two members, highlight several music videos, and more!!

~ Upcoming Events/Save the Date! ~

Lorax Month:
03/01-31/13

All of this month is Lorax Appreciation Month! Show your love thru art, etc.!

St Patrick's Day:
03/17/13

Bring out the ale & toss the clovers, for this day celebrates St. Patrick!

Job Fair:
03/20/13

Come to Solla Sollew's monthly job fair. Don't forget your resume!

Celebrate!!

March 2nd celebrated the anniversary of the release of *The Lorax* in theaters and the birth of the fandom. It was also the birthday of Dr. Seuss himself!

Many thanks go to both Dr. Seuss and Illumination Entertainment. Without them, we wouldn't even have this wonderful fandom!

History of the Fandom

The Once-ler/Lorax fandom was born in March of 2012, and it has grown in number over the last twelve months. Centered around a love for the film and its characters, namely the Once-ler, a barrage of artwork, cosplays, fan fiction stories, ask blogs, and more quickly arose, and such aspects are continually contributed to the community on a weekly, if not daily, basis. We are well known for the infamous "oncest" and for our influx of ask blogs (over 400 in number), but that is not all that makes up our build. We are comprised of popular AUs (the most popular being the ever-popular Camp Weehawken and Zombie AU, the latter of which is still in full force), a masterpost that lists every single ask blog, and various events that keep our hearts pumping and our creativity flowing. Just this past week, a Lorax Anniversary blog was born to celebrate the one-year birthday of the fandom, and many dormant ask blogs, including Entre, ThneedGuy, Strange-case Once-ler, Rocky, the original Swag, and more, reemerged for the fun and festivities. And let's not forget the many fun days and nights we've had participating in water balloon fights, trying to solve the ask blog identity crisis, submitting glovecest art...

... and freaking out over the video of Ed Helms finding out what oncest was.

The waves we've made in this fandom are many, as are the friends we've had the pleasure of making. I would like to take this opportunity to thank you all for making this fandom such an enjoyable, loving, exciting, wacky, and hilarious community to be in. We say let it grow!!

That's Not How it Works

This month is Lorax Appreciation Month! Show your love for our favorite furry meatloaf by submitting artwork, writing fan fiction, and saying hello to this guy:

http://not-how-it-works.tumblr.com/

Queue for an AU

There's a new AU on the block -- Magical Boy AU! Go check out this latest project right here:

http://magical-boy-project.tumblr.com/

~ Ready to Rock! ~

After a several-month hiatus, our favorite ask blog music artist, Rockstar Once-ler (better known as Rocky), returned with a bang to the stage as he blasted out one hit after the next, much to the pleasure of his adoring fans. The last several performances ended with a roar of applause and an equally huge flurry of stars, and it goes without saying that all of us can hardly wait for the next opportunity to rock it out with one of our favorite Once-lers!!

Rocky isn't the only one who can hit the high notes and get us to jam in our seats. Many of the fandom's very talented editing artists have created music videos that scream for repeat viewings.

Perhaps the most notable of such videos is the "Everybody Loves Oncie" creation. Combining the song "Everybody Loves Me" with various clips of the Once-ler from *The Lorax*, it boasts nice editing, a catchy tune, and some very believable lip-synching. Its creator, **TailswimQueenx** on YouTube, definitely hit a home run with this one!

Yet another popular addition to the plethora of Once-ler music videos is "Discord". Sporting the song of the same name, effective transitions and clever editing makes this video really stand out. YouTube member **ShadyVaati**, the mastermind behind it, has mad skills indeed!

For the fandom anniversary, **Midnaeverafter** conjured up a special music video with clips from *The Lorax*, complete with smooth transitions and a most appropriate song choice: "The Time of Your Life" by Randy Newman. •

Truffula Trivia Winners!

Wow. You guys got some major skills! Congratulations to the three winners of last week's game:

all-american-oncest, margarettowne, and thecrystalizeddemmongirl

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Way to go, you three! Tune in next week for another 'round of trivia fun!
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~ Letters of Note - "Thank You, Fandom" ~

The Unless Press asked you to send in your thoughts on why you love the fandom, and you delivered!!

I've been an anonymous member of this fandom for a whole year now, and of all the things that brought me here, it was gurochan. But, I got to the fandom, and over time I came to love the characters that have been made. I was reminded of how much the original work moved me as a child, and the growth and character that all the ask blogs show has been wonderful. It's amazing that this fandom continues to grow and thrive, and I cherish that as a valuable trait of human wonder. Thank you all so much.

- **Anonymous**

I love this amazing fandom because of all the amazing people in it. I have learned so much from every one and all of us seem to be so creative and outgoing. I love it. :)

- **Once-ling**

I've always loved Dr. Seuss's books. I grew up with them, and I read them year after year. It wasn't until a couple of years ago that I read *The Lorax*. I didn't think much of it at the time. However, when I saw the 2012 movie, I really fell in love with the story. I wouldn't love it nearly as much if it weren't for this fandom, I must admit. All of the character analyses and each and every detail that people have pointed out have made me love this movie more and more. Plus, the creativity and the passion of the people here is influential and incredible. Even if I don't go out and talk much, simply watching this fandom bloom and grow has been a pleasure. This fandom has helped me with a whole bunch of personal problems, and I'm extremely grateful for that. This last year has been the best of my life. I've made so many friends, and I've had so much fun here. So, thank you, Dr. Seuss! Thank you for everything.

- **Classicteacake**

That there are amazing artists like Shoguru, Skully, Miru, Lily, Owlapin, Oddmod, Momo, and MANY more who contribute to the fandom and its characters. Not only that, but there's always room for the ... fandom to grow, and we're so welcoming to them. I love the fact we're so creative in creating Once-lers and that we continue in being creative. Some more popular than others, but they are still amazing. Thank you, Pluto, for making such a wonderful paper. I'm glad to be a part of such a wonderful fandom.

- **Chimod**

The Once-ler fandom has brought me such a long way from the person I was a year ago. Not only have I made some very best friends, but I've also improved my artwork! I'd like to thank all the ask blogs for being who they are, and the fandom for giving me so many wonderful memories!

- **Bananacreamsicle**

Ever since March 2012, I've always loved how creative and friendly everybody is. Sure, we have our disagreements, but in the end, everybody is really accepting and nice. This fandom is like my second family, and I wouldn't change any of that for the world. I love you guys more than anything, both the bigger and smaller guys. Every single one of you has made an impact on my life and I'm just thankful that I joined this fandom.

- **Theunfler**

I think what I love most about the fandom is that everyone is included. It's like we're one big family that cares for one another. I know I'm not as well known as others in the fandom, but I like sticking around. It's pretty hard to be noticed when you're the smallest of the bunch. Anyways, as I was saying earlier, I love the fandom, and all the people in it. Everyone is so kind and loving, that I love being a part of it. I hope that one day I'll be as popular as everyone else is!

- **Tiny-adorable-and-hyper**

~ Letters of Note (Cont.) ~

Before this fandom, I never really had much to fill my time. Never had anything to focus on other than important dreary stuff, never really anything that I could base projects or ideas upon. Then a film called *The Lorax* came out, and because I loved the book as a child, I went to watch it with my sisters. We loved it. Then, surprise surprise, I joined the fandom. You know what I really love about this fandom? Is that it has something for everyone. A beautiful soundtrack, pretty animation, world's sexiest animated male, a wide range of characters -- and that's only for the original film. We managed to create hundreds of our own characters, lovable, original people and storylines and adventures, all inspired by one guy. We've had our good times and our bad, but we managed to last an entire year and we're still going strong, despite what the haters thought. We have fluff and smut and art and fan fictions, adventure, horror, children's and romance. The theories and analyses for the film are brilliant, too. There is so much scope with the characters and plot, so much you can build off, the fun will never end. I don't think we'll stop until we've analyzed every second of this film! The people I've met are all fantastic. We all accept each other, despite our ships and opinions and talents, because of our love for one film. Whether you prefer the film or the ask blogs, we all came together from one thing that binds us, and we're still together now. We may be odd, but we're our own, and there isn't another fandom like us. That's what I love about the Lorax fandom.

- Cherrycolouredpenguins

~ Interview - Midnaeverafter ~

Today we interview Midnaeverafter on the creation of her music video for the fandom anniversary!

Q. For the one-year anniversary of the Once-ler fandom, you created a very touching and memorable music video. Could you give us some insight into the process of creating a music video?

A. Editing videos is a pretty long process if you're actually putting effort into it. Ninety percent of the time, I'm talking to someone over Skype while I work, both to complain and to share screens when I need someone's opinion on how it looks. The first thing I usually do is listen to a song on repeat for hours, find the lyrics, and start putting down the media I'm working with so I won't forget what scenes I want to use. In all honesty, I sort of flip between being organized and being a complete wreck. Most people put down transitions, color corrections, and overlays once the video is practically finished, but I kind of do most of it as I go along. It's sort of all just trial and error and even after a few years of doing it, I'm still discovering new tricks.

Q. Randy Newman's "The Time of Your Life" is such an appropriate song choice for the video. Did you have a difficult time choosing a song, or did you always have that particular one in mind?

A. Oh my gosh, no. I spent an hour switching between...

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~ Interview (Cont.) and Q & A with Kudalyn ~

... songs and yelling at Shady about how I didn't know what to use. For a while, I was actually tempted to use an English cover of Pon Pon Wei. Thank God I found it buried away in my music folder.

Q. What do you love most about the fandom?

A. I think what I love most about the fandom is the friends I've made. I mean, no offense to everything else, it's all wonderful, but without the fandom I wouldn't have met a ton of people nor would I have gotten the courage to talk to Shady, who was pretty much my role model for a year ever since I saw her Drocell Keinz AMV on YouTube. Oh, and I love all the art everyone produces. Truffula Flu videos are always tons of fun to make.

I'd like to personally thank **midnaeverafter** for participating in this interview, and for creating such an awesome music video for the fandom! •

Interview - Kudalyn

Please join us as we interview fandom member Kudalyn on the fandom, her ask blog, and her artwork!

Q. What first got you into the Once-ler/Lorax fandom and what do you like most about it?

A. I got into the fandom through Tumblr - I had been a part of Tumblr for at least half a year in the MLP fandom (through ask blogs), before I saw the trailer for *The Lorax*. The movie seemed like such fun. I HAD to see it, and I did a few days after it came out. I loved it right away! I didn't know of a fandom until some people I followed reblogged some early artwork: one of Elixir-overdose's first Once-ler artworks, actually. I followed her, and then more people from her, and it just kinda grew until it became this! What I really like about this fandom is how close it feels to me. I mean, I know everything isn't sparkles and roses all the time, but it's still a fantastic place to be. There's so much creativity and appreciation and FUN in it. It's great. I didn't feel this much appreciation while I was strong in the MLP fandom, and even then I was a mod on an RP forum! So this fandom really has something special in it, and I'm more than proud to be a part of it.

Q. Could you tell us a bit about the ask blog you run?

A. My main Once-ler ask blog is Winter Once-ler -- not to be confused with Winter-ler. I made him... five months or...

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... so ago. I had tried running a few ask blogs before him that kinda fell out: Ask-a-Swammi-Swan, Ask-Pony-ler, and Ask-Sweet-ler. I did try hard to get them going, but there just wasn't much interest in any of them and I didn't have fun working on them anymore. Their urls still work, but I haven't updated them in a very long time. Winter is my little self-indulgent fellow. I first designed him around some fantasy aspects I liked and things I wished I saw in more ask blogs, and I kinda just chucked him out there blindly. Over time he's evolved to be a much stronger character with a solid history and future, and I love him very much. Winter is an older, post-success Once-ler who hasn't fallen to ruin. As he puts it, he was "lucky enough to have a very persistent Lorax", and about halfway though his biggering he had some sense knocked into him (along with his very strong guilty conscience) and he changed his ways just in time before the damage of the valley was too far gone. He's a very nice guy who loves to help and care for others almost to the point that he worries if he's too nosey, but he really does mean well. If anyone is in need of something, he won't hesitate to lend a hand. He's also VERY eco-friendly, and cares for his valley to almost obsessive points. He rehauled his entire factory to reduce carbon footprints, and doesn't chop down trees, but actually trims them. One reason he's called Winter Once-ler is because of his valley -- it's rather unique, and is in the winter season for most of the year. He's already done a little post and explanation about it - he is very talkative when you get him going! Kinda like me. It's a trait I end up carrying over to him without meaning to. I'm guessing you can already tell by this. Aha. There's also another reason he's called Winter, and is the main reason I designed him, BUT this hasn't been revealed yet and won't be for quite some time. He has some character development and storylines to go through before more things are revealed! He's made some good friends and I've been able to RP with some fantastic people through him, and I'm so glad that I made him and that people enjoy him, too! I hope more people continue to enjoy him - he's very precious to me and I look forward to showing people more about him. Just send him an ask!

Q. As an artist, what do you find is the most challenging thing about drawing?

A. The most challenging thing? That would be drawing. Aha! Seriously though, for me, one of the hardest things is the drawing part. I'm not as experienced as some artists I know and admire. They've been at it longer than me, and I've just always had a hard time getting what I see in my mind out on paper. I very rarely get down what I really wanted to see, and those that I do I consider blips! Good mistakes. Aha. I still have yet to learn how to make a good mistake every time I draw, and it probably won't be for a good long while. But that isn't gonna stop me from drawing! I love it far too much. It's energizing, soothing, and exhausting all at once. I would not trade it for the world, though. Well, maybe writing, but I do that with drawing as well, so I'm pretty well set there. But for any advice I can give it's nothing no aspiring artist hasn't heard before: DON'T STOP DRAWING. I was once forced to stop drawing for almost two weeks, and it nearly hurt trying to draw again. It's almost like a habit - if you stop drawing your hand forgets how to listen to the brain, and things just won't feel right. Keep at it, and eventually your hand and your brain will become the best of friends! Even if you get discouraged or get bad days or art block, keep doodling. Even if it's on chalk on the sidewalk, keep at it! Actually, switching up mediums is a good way to get the creative juices flowing again if things have dried up. It just seems to give everything a jolt and things start coming out right again. But just keep trying, switching things up, even copying others' styles! I like doing that - it forces you to slow down and study and figure out HOW other people draw. It's a great exercise and often you learn new things or tricks from the experience, or learn to see things a little differently. Sometimes that's all it takes: a fresh perspective.

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~ INTERVIEW WITH KUDALYN (CONT.) ~

Q. Anything you'd like to say to the fandom?

A. I LOVE YOU!!! You guys are so fantastic! I've made so many good friends in this fandom and my art has improved SO much since I joined it. It's nutty. I mean, I've even been able to design characters THAT I ACTUALLY LIKE and have depth and character to them. It's crazy. I've even made a few OCs (not Once-lers) from this too that I have plans for, and I've never really liked my OCs before! It's fantastic.

You guys have given me some absolutely fantastic days - I've had a few days in the fandom where I was literally BURSTING with happiness the entire day, and that doesn't happen often to me. It was just so great. Thank you all so much! I sincerely hope that the silly little things I draw and write and talk about make you guys smile, too! When I first joined the fandom, my main had maybe around 100 followers, and now I'm breaking 760! I don't know how it happened. WHERE DID YOU ALL COME FROM? ARE YOU LOST?! But I really do appreciate all of you, even if I only get to interact with maybe 18% of you all. I still love you all and I hope you enjoy seeing me on your dash.

And I sincerely hope my nattering didn't take up too much space. I really do talk too much! Thank you again, and please feel free to hit up my ask box! Who knows? Maybe something will click and we'll both have a new friend!

P.S. I really do love nice anons. Knowing someone out there is looking out for me even if I don't know who they are just makes it all so nice! I've had a few really great anons that sent good vibes my way when I really needed them, and I thank them from the bottom of my heart, whoever they are.

Many thanks to **Kudalyn** for participating in this interview with us! We wish her all the best on her artistic journey, and are blessed to have her as a part of our wonderful fandom!! •

Thank You, Fandom!!

What a great year it's been! From pancakes to marshmallows, thneeds to Truffula trees, music videos to tiny chat parties, artwork to cosplays, ask blogs to AUs, interviews to amazing events, and so much more, this fandom has reached above and beyond what I ever expected of it, as has this paper.

~ We say... let it grow!! ~

Speak for the fans!!

Do you have any suggestions on how to improve the look, operation, and/or construction of *The Unless Press*? Want to let us know about something in the paper you dislike? Or maybe you love the newsletter and simply want to express your appreciation? Send on a note to us! Your comment may be published!

Let it grow!!